

SMITH COLLEGE
NORTHAMPTON, MASSACHUSETTS

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NEWS OFFICE of page 2
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~~RELEASED FOR XXXXX A.M. Papers Tuesday, November 16, 1949~~
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Jan. 6,
Northampton, Mass., ~~XXXXXX~~ WCSR, the Smith College radio
station, will^{go} on the air for the first time tonight ^{January 6} (~~November 16~~) in a 4 hour broad-
cast to the college community. Entirely/student supported and student managed, Radio Smith
plans to present informative and entertaining programs comparable on a small scale
to those of major stations, and it will give undergraduates an opportunity to
develop and practice the techniques of radio broadcasting.

Programs are broadcast to college buildings over the electric power lines
which follow the college's central heating system and are received at 600 on the
dial. WCSR will be on the air from 7 to 11 p.m. two nights a week, with programs
scheduled for five nights ^{after the first two weeks.} ~~a week later on in the year~~. It will not be heard in
Northampton outside the college area.

Radio Smith is housed in a college-owned garage, made over during the
summer. The studios include a control booth, announcers booth, large studio and
office space for the executive, publicity, and advertising departments. Two glass
panels give inter-studio vision. The interior shows evidence of the feminine
decorative sense, with two contrasting wall colors in each room; dusty rose and
cocoa brown and grey and yellow. The carpeting is green.

The student body voted the funds from the Student Finance Plan last spring
to make the project possible and the station will take advertising to help pay its
way.

Radio Club, which is headed by station manager Barbara Ungerleider of
Great Neck, N. Y., is in charge of the project and Frank Day Tuttle of the Smith
College Theatre Department, former New York producer of radio shows, will be the
station adviser. Program director is Michalina Openchowska of Newark, New Jersey.

(More)

Herbert J. Davis, President of the college, ^{will} officially open the station during the first broadcast. Music by two college singing groups, the Smiffenpoofs and Smithereens, ^{be} ~~will~~ included in the opening program as well as talks by several members of the faculty.

The fourfold aim of the station, according to its student managers, is to present original creations, stimulate cultural interest, inform and entertain.

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Sent to: 3 Local
4 Boston
N. Y. World Telegram and Sun
AP and UP
Radio Mirror
Newark News
Westfield, N.J.
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